

## **Biodiversity tool: Stakeholder email invitations for online prioritisation exercise and short survey**

Emails prepared to invite stakeholders to participate in the biodiversity farm tool development.  
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### **CONTENTS**

Email for individual farmers and managers .....	2
Email for new stakeholder champions .....	3
Email for reconnecting with stakeholder champions .....	4



## Email for individual farmers and managers

**Potential subject line: Help design a farm biodiversity assessment tool**

**Help us design a tool to easily assess ‘How wildlife-friendly are my farm management actions?’**

To guarantee this new online biodiversity assessment tool is useful and relevant to NZ’s land managers, we are inviting farmers, growers, industry bodies, biodiversity managers and consultants to help us develop it.

Our first challenge is [ensuring the tool can tell the story](#) of NZ’s unique farmland biodiversity and how NZ is working to enhance it.

**By taking part in [this survey](#), you have the opportunity to tell us:**

- **What kinds of biodiversity or wildlife you are most interested in**
- **Which farm management practices are most relevant to you**
- **How you would prefer the data produced by the tool to be managed**

Your responses to the 11-12 questions will be anonymous and take about 15 minutes to complete. Responses received by **20 November 2017** will be incorporated into the tool development.

Learn more about the tool and its development in the attached invitation or [visit our webpage](#).

Thanks,

NZ Sustainability Dashboard team



## Email for new stakeholder champions

### Seeking your support to develop an on-farm biodiversity assessment tool.

Dear new champion,

#### **We are designing an online tool that makes it easy for farmers and growers to assess ‘How wildlife-friendly are my farm management actions?’**

To guarantee the tool is useful and relevant to NZ’s land managers, we are inviting farmers, growers, industry bodies, biodiversity managers and consultants to help us develop it. You can learn more about the tool and its development in the attached one-page summary or [visit our webpage](#).

Our first challenge is [ensuring the tool can tell the story](#) of NZ’s unique farmland biodiversity and how NZ is working to enhance it. There are two ways in which your organisation could assist us in addressing this challenge.

- **Facilitate farmer and grower participation:** Help us promote to farmers and growers [an online 15-min survey](#) (responses to the 11-12 questions are anonymous) to identify:
  - What kinds of biodiversity they are most interested in
  - Which farm management practices are most relevant to them
  - How they would prefer the data produced by the tool to be managed

We are **seeking farmer and grower responses to the survey by 20 November 2017** to help inform the tool design (please see attached a draft invitation email). Note: this survey is also open to land managers and advisors but we are particularly keen to hear from farmers and growers.

- **Directly guide the tool development:** One or more representatives from your organisation are also invited to participate in a prioritisation exercise for developing the biodiversity tool. Initially this would involve completing an online survey by 20 November 2017 to help us:
  - Prioritise biodiversity groups on which the tool would report
  - Identify the most useful and relevant farm management actions to include in the tool.

There will then be an opportunity for your representatives to participate in a follow-up workshop to discuss any differences in priorities among organisations and solutions to address them. The date and location of this workshop is to be confirmed but we anticipate running this workshop in late November or early December in Wellington.

If you are interested in helping support this initiative please contact us for more information.

Thanks on behalf of the NZ Sustainability Dashboard team,

Catriona MacLeod, Angela Brandt and Kevin Collins

This biodiversity tool development is being led by Manaaki Whenua - Landcare Research, as part of a wider MBIE-funded project called the [NZ Sustainability Dashboard](#).



## Email for reconnecting with stakeholder champions

### Seeking your support to develop an on-farm biodiversity assessment tool.

**As you may recall, we are designing an online tool that makes it easy for farmers and growers to assess 'How wildlife-friendly are my farm management actions?'**

To guarantee the tool is useful and relevant to NZ's land managers, we are inviting farmers, growers, industry bodies, biodiversity managers and consultants to help us develop it. You can learn more about the tool and its development in the attached one-page summary or [visit our webpage](#).

Our first challenge is [ensuring the tool can tell the story](#) of NZ's unique farmland biodiversity and how NZ is working to enhance it. We would like to follow up on your earlier offer to support this tool development – there are two ways in which you or your organisation could assist us with this initial challenge.

- **Facilitate farmer and grower participation:** Help us promote to farmers and growers [an online 15-min survey](#) (responses to the 11-12 questions are anonymous) to identify:
  - What kinds of biodiversity they are most interested in
  - Which farm management practices are most relevant to them
  - How they would prefer the data produced by the tool to be managed

We are **seeking farmer and grower responses to the survey by 20 November 2017** to help inform the tool design (please see attached a draft invitation email). Note: this survey is also open to land managers and advisors but we are particularly keen to hear from farmers and growers.

- **Directly guide the tool development:** One or more representatives from your organisation are also invited to participate in a prioritisation exercise for developing the biodiversity tool. Initially this would involve completing an online survey by 20 November 2017 to help us:
  - Prioritise biodiversity groups on which the tool would report
  - Identify the most useful and relevant farm management actions to include in the tool.

There will then be an opportunity for your representatives to participate in a follow-up workshop to discuss any differences in priorities among organisations and solutions to address them. The date and location of this workshop is to be confirmed but we anticipate running this workshop in late November or early December in Wellington.

If you are interested in helping support this initiative please contact us for more information.

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